

Your
Brand
is your *face value*

LET'S GET
SOME CLARITY!

love +
MONEY

**Lets do a test to see how
CONNECTED YOU are to this new
brand or this old brand or maybe
you are in the very beginning phase
and you simply have a vision of
what you're going to create thats
all I need to show you the way to
your purpose and calling.**

WHAT DO
YOU WANT?

The

Million

dollar *dream*

Timeline

Clear Path / True Path

(IT'S FOR YOU)

Create
a *Vision*

THIS IS YOUR HOMEWORK:

DO YOUR
3x3

your 3x3 is *ownership!*

the

Multiverse

THERE IS *no competition* **IN THE CREATOR ROOM**

COMPARISON IS *self doubt*

INFLATED EGO IS *fear of rejection*

envy **IS A SIGN TO WRITE A LIST**

I AM HERE TO
Create

NOT TO *compete* **FOR WHAT OTHERS HAVE CREATED**

What is your
Brand
story?

I MADE THIS...
I CREATED THIS...
I BUILT THIS...
I OVERCAME THIS...
I FOCUSED ON THIS...
I DISCOVERED THIS
I LEARNED THIS, I MASTERED THIS...
I FOUGHT MY WAY THROUGH THIS...

*personal
brand
content*

CONNECTION

LOOK
at what we
BUY

LOOK
at what we
VALUE

No 1 Fiction books are
Romance

\$14 Billion dollars
WAS SPENT LAST YEAR ON NON-FICTION
(INCLUDING E-BOOKS)

1: MEMOIRS AND AUTOBIOGRAPHY

2: RELIGION/SPIRITUALITY

3: SELF HELP

4: BUSINESS

5: COOKBOOKS

6: MONEY

7: HEALTH & WELLNESS

8: BODY/FITNESS

9: TRAVEL

10: CRAFT

We want to UPGRADE our lives in all these areas. We want to enrich our lives. We crave connection and deep meaning.

YOU are personally connected to some of these areas. Which ones?

YOUR Brand is connected to some of these HOW?

self Help,
Business
&
Money

**I spent 25 years as a working
Photographer before I
started teaching**

**I can relate myself to most of this list
but if you asked me to define which
ones I am most drawn too, I would
say Self Help, Business and Money**

“I am a photographer SO I can have
intimate conversations with WOMEN
about their self esteem AND body image.”

SELF HELP I am a walking self help book I've photographed women for 35 years. I wrote a book about it 23 years ago and created a Self Value workshop in 2001. The one thing I discovered was Women wanted to be photographed to see themselves and feel good in their bodies.

BUSINESS *and* **MONEY**

BUSINESS I built a 6 / 7 and 8 figure business and have built and sold two companies. MONEY - I could teach money all day every day, teaching people how to build THESE two subjects not only thrills me it was actually my biggest learning curve.

I could not teach money and business until I had paid off my debt, and created a sustainable business income. BUT now that I have walked this path I will teach it.

WE *BUY PRODUCTS* AND *CONNECT* WITH ONLINE *CONTENT* THAT IS

EDUCATIONAL
Empowering
ENGAGING
Entertaining

BECAUSE ALL FOUR OF THESE MAKE US *FEEL GOOD*

self-Help
self-Worth
self-Value

is my **JAM**

how does being a *photographer*
connect to these things?

BECAUSE IT'S *me.*

AND THESE THINGS ARE CONNECTED TO *me.*

that's your connection

IN MARKETING

we say sell everything but the product

this is called selling on the

PERIPHERY

IN MARKETING THEY SAY

market

TO WHAT PEOPLE •

aspire

TO BE

WHEN YOU LOOK AT WHAT YOU DO FOR PEOPLE,

WHAT IS IT THEY

aspire

TO BE

WHEN IT COMES TO YOU AND YOUR
BRAND/PRODUCT/SERVICE?

WHAT IS IT

YOU



aspire

TO BE?

right
PATH

-

wrong
PATH

right
FREEWAY

-

wrong
LANE

THE MORE YOU *hate* **SOMETHING**

I HATE MY JOB
I HATE MY BODY
I HATE MY LIFE

THE FURTHER YOU ARE FROM *alignment*

you don't need to
start from scratch!

or *maybe* you do!

WHAT DO
YOU
WANT?

clarity is *creation*.
clarity with what YOU want.

Dreams are fantasy, Clarity is clear vision. Clarity is a clear path forward that's how you set goals. Clarity is certainty and conviction. Clarity turns Yearning into action. Alignment with one's thoughts and desires with the feeling of connectedness with full heart activation. Clarity is manifestation